

## Political Advertising Disclaimers



### 3. Ballot Measure Ads

(by committees primarily formed for a state or local ballot measure)

**The disclaimer must include, unless otherwise noted:** “Paid for by *committee name*” and, if applicable  
“Major funding by (name of top two donors of \$50,000 or more).”

Examples:

- “Paid for by Citizens in Support of Measure B, Sponsored by the Taxpayers Alliance Major Funding by ABC Corporation and XYZ Partnership”
- “Paid for by Californians for Education, a Committee Opposed to Proposition 1, Top Contributors are Student Political Action Committee and ZZZ Trade Association”
- “Paid for by Voters in Support of Measure A (no sponsors/\$50,000 donors)”

Communication	Manner of Display
<b>All mass mailings</b> (more than 200)	<ul style="list-style-type: none"> <li>• Committee name/address (on file with Form 410) on outside of mailing in no less than 6 pt type/contrasting print color - see example in fact sheet</li> <li>• If sent by more than one committee: <ul style="list-style-type: none"> <li>○ Also on at least one insert in the mailing</li> </ul> </li> </ul>
<b>Telephone calls</b> (200-499) <ul style="list-style-type: none"> <li>• Vendors (e.g. “robo” calls)</li> <li>• Personally dialed</li> </ul>	<ul style="list-style-type: none"> <li>• The disclaimer must be at the beginning or end</li> <li>• Must be at least 3 seconds</li> </ul>
<b>Telephone calls</b> (500 or more) - made by <ul style="list-style-type: none"> <li>• Vendors (e.g. “robo” calls)</li> <li>• Paid individuals other than volunteers/campaign manager</li> </ul>	<ul style="list-style-type: none"> <li>• Must state that the call is “paid for” or “authorized by” the committee</li> <li>• Any time during the call</li> <li>• Committee paying for the calls must be identified unless another organization authorizing the calls files campaign statements and is identified</li> <li>• Personal calls made by volunteers or campaign managers do not require a disclaimer</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>• Must be at least 3 seconds either at the beginning or end of the ad</li> <li>• Ad which is 15 seconds or less requires only highest major contributor</li> </ul>
<b>Television</b>	<ul style="list-style-type: none"> <li>• Both written &amp; spoken at the beginning or end of ad</li> <li>• Not less than 4 seconds</li> <li>• Size &amp; contrasting color must be legible to the average viewer</li> <li>• Ad which is 15 seconds or less requires only highest major contributor</li> <li>• <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on 60 second broadcast</li> </ul>
<b>Electronic Media</b> <b>1. Websites and blast emails</b>	<ol style="list-style-type: none"> <li>1. Disclaimer statement must be in the same font size as majority of text and displayed conspicuously near the ad</li> </ol>

## Ballot Measure Ads

Communication	Manner of Display
<b>2. Ads of limited size</b> (micro bar, button ad, ads limited to 500 characters or less)  <b>3. SMS texts</b>  <b>4. Electronic ads sent in an audio format</b>  <b>5. Electronic ads sent in a video format</b>	<b>2.</b> Ad must provide disclaimer via rollover, link, or other connection to website with the disclaimer  <b>3.</b> Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website  <b>4.</b> Same requirements as for radio ads above  <b>5.</b> Same requirements as for television ads above
<b>Paid spokesperson</b> - \$5,000 or more (For ballot measures only)	<ul style="list-style-type: none"> <li>Printed or televised ad: shown continuously in highly visible roman font</li> <li>Radio broadcast or phone message: spoken in clearly audible format</li> <li>Must also include: "<i>spokesperson's name</i> is being paid by this campaign or its donors"</li> </ul>
<b>Newspaper ads</b>	<ul style="list-style-type: none"> <li>10 pt type in contrasting color</li> <li>Ad which is 20 sq. in. or less requires only highest major contributor</li> <li>Also check the Elections Code</li> </ul>
<b>Billboards and yard signs</b> (more than 200)	<ul style="list-style-type: none"> <li>5% of height of ad in contrasting color</li> </ul>
<b>Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers</b> (buttons 10" across or larger and stickers 60 sq. in. or larger) (more than 200)	<ul style="list-style-type: none"> <li>10 pt type in contrasting color</li> <li>Ad which is 20 sq inches or less requires only highest major contributor</li> </ul>

- **Ballot measure committee names.** Specific rules apply to the name of a ballot measure committee - see notes below and Statement of Organization, Form 410, instructions.
  - Within 30 days of a ballot designation, the committee name must include the measure number or letter and whether it supports or opposes the measure
  - A committee controlled by a candidate and a committee that receives \$50,000 or more from a candidate must include the candidate's name
  - A sponsored committee must include the sponsor's name
  - A name or phrase that clearly identifies the economic or other special interest of its major donors of \$50,000 or more is required
  - The name of an employer is required if donors of \$50,000 or more share a common employer
  - Donors of \$50,000 or more must be listed in descending order based on the amount of contributions made (if top two donors gave identical amounts, disclose the most recent)
  - The top two \$50,000 or more donors must be listed first, before other groups such as "concerned citizens," "consumers," "taxpayers," etc.

**The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control.**

References: [Government Code Sections](#): 84305, 84310, 84503, 84507, 84509, 84511.  
[Title 2 Regulations](#): 18435, 18440, 18450.1, 18450.4, 18450.5.